



Marketing & Outreach Specialist

United Way of Sheboygan County (UWSC) is hiring!

We are looking for a people-focused, energetic, organized, and civic-minded person to join our flexible, family-oriented and mission driven team. Be a part of an organization improving lives and community conditions through measurable and lasting ways.

Summary of Position: Marketing & Outreach Specialist

The Marketing & Outreach Specialist designs, guides, executes, evaluates, and continuously improves marketing and outreach strategies that position United Way of Sheboygan County (UWSC) as the nonprofit that transforms philanthropy into action and positive change for Sheboygan County. Through exceptional communications and public relations efforts, the Marketing & Outreach Specialist leads branding and marketing, with the support of team leadership, to grow UWSC's overall community and donor engagement, ultimately helping us live out loud our mission to improve lives and community conditions in measurable, lasting ways.

The Marketing & Outreach Specialist is responsible for shaping the storytelling and impact of our work with donors through marketing and outreach activities while actively advancing the mission and goals of UWSC and serves with other senior staff on the leadership team to build a culture of collaboration.

Marketing and Outreach Essential Responsibilities

- Leads branding and public relations strategies including creation of news releases and eNewsletters with support of impact and fund development team
- Maintains current knowledge of trends and best practices within marketing, sharing guidance with the Executive Director and leadership team
- Represents UWSC as needed in public venues and community events and demonstrates exceptional interpersonal skills
- Actively engages and leads community outreach efforts, working in partnership with fund development team to support workplace campaign activities and community impact initiatives
- Collaborates with internal fund development team to create targeted materials for donor engagement including but not limited to annual appeals, acknowledgment letters, crowd-funding campaigns, and workplace campaign materials
- Leads creation and coordination of annual impact report
- Works alongside leadership team to create materials that share the United Way issue-focused impact areas (parent supports/Birth-6, youth mental health, and essential needs)
- Develops and maintains strategic partnerships with all stakeholders including donors, Partner Agencies, collaborating organizations, business leaders, foundation representatives, and others
- Social media and website management lead for organization



- Models and works to advance UWSC's commitment to diversity, equity, inclusion, and belonging in partnering and engaging with Board, staff, volunteer, donor, and community stakeholders
- Staff liaison/leader of the Outreach & Visibility United Way (board and community member) committee
- Staff liaison/leader of our local 211 regional committee
- Attends United Way WI Communications roundtable meetings and engages in the United Way Network with other marketing professionals

Special Events

- Collaborates with the UWSC staff to create materials needed to execute special events (including but not limited to Campaign Celebration, Day of Caring, Spirit Awards, Emerging Leaders events, etc.)
- Supports the organization in overall execution of special event(s) including representing United Way at community fairs to market mission and services

Campaign-Specific Engagement

- Works closely with the fund development team to assist in Workplace Campaigns and to align messaging and strategy for engagement, including supporting the creation of materials
- Works closely with corporate partners to support Workplace Campaigns, including presenting at workplaces, solidifying employer/employee donations, and supporting company-specific stewardship needs

Internal Leadership

- Provides internal leadership for the team around United Way Worldwide global brand strategy refresh and membership requirements
- Supports grant writing efforts when possible, working closely with the fund development and impact team to contribute to grant needs and tell the United Way story
- At this time, there is no direct report but future possibility for supervisory needs

Qualifications, Education & Experience

This position is for YOU if you are creative, self-motivated, work well on your own but also enjoy working in a team environment among multiple departments, appreciate a change of scenery from time to time, love posting on social media platforms and crafting incredible communications while being a connector to donors, nonprofits, and those we serve by amplifying our work. The requirements listed below are representative of the knowledge, skill, and/or ability required to perform this job successfully. If you do not have the exact qualifications below but think you may be good fit, we encourage you to apply.

- BA/BS in marketing, communications, nonprofit management, business, human services or fundraising field suggested
- 3-5 years of successful nonprofit or marketing experience
- Knowledge of marketing and communications best practices
- Understanding of, and commitment to, discretion and confidentiality when dealing with donor information



- Experience and skills working as a team player
- High emotional intelligence and ability to work effectively with a variety of people
- Ability to motivate and retain volunteers, including donors and committee members
- Proven time management, planning, organizational and analytical skills
- Effective communicator, including writing, speaking, and active listening skills
- Must have schedule flexibility to attend events that may occur in the early morning, evening, and weekends when necessary (majority of work hours are during a “typical” work day 8a-4p but evenings and weekend events do occur with advance notice)
- Must have valid driver’s license and access to a vehicle to travel to workplace campaigns and other offsite work obligations.
- Must be reliable and willing to take on other duties as assigned
- Bonus, experience in CRM or donor database systems and ability to utilize data and information to measure and evaluate performance to drive decisions
- Bonus, experiences in fundraising strategies and donor engagement

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time given the nature of the work.

Overall Competencies

- 1. Job Knowledge:** Understands and applies UWSC mission, values, and policies. Knows and understands the specific requirements of their position. Demonstrates analytical and conceptual skills. Performs the technical skills required for their work. Organizes and utilizes resources to accomplish tasks. Up to date with trends in field.
- 2. Initiative:** Follows through on assignments and responsibilities with minimal supervision. Originates new ideas or methods. Takes action without prompting. Identifies ways to innovate and improve processes.
- 3. Communication:** Communicates effectively and clearly with manager, co-workers and public in writing and orally. Ideas are presented in an organized fashion and are easily understood. Exhibits a pleasant, upbeat communication style. Exhibits strong emotional intelligence skills.
- 4. Work Quality:** Work produced is accurate, timely and appropriate. Work performed meets goals for quantity and quality. Meets deadlines. Manages budgets within constraints. Sensitive to issues of confidentiality.
- 5. Team Player:** Displays commitment to and involvement in UWSC initiatives, programs and events. Collaborates well with others within and beyond the department. Performs fair share of duties and tasks. Willingly lends a hand to co-workers.
- 6. Job & Professionalism:** Shows enthusiasm, optimism, and desire to help others. Strives to achieve goals. Behaves appropriately with co-workers, UWSC volunteers, community partners, and donors. Presents self positively and responsively. Contributes to a positive work environment. Demonstrates a high level of ethics in their work.



7. Judgment & Problem Solving: Arrives at decisions in a thoughtful, logical manner. Considers alternatives. Applies expertise to solve problems. Seeks advice from and consults with others when appropriate. Makes good decisions and follows through. Is thoughtful about the use of JCC resources and does not waste unnecessarily.

8. UWSC Culture and Service: Understands and aligns with the UWSC culture and mission consistently and contributes to making UWSC a warm and welcoming place. Helps enrich lives. Greets and interacts with others in a friendly, welcoming manner. Addresses service issues immediately and effectively.

9. Interpersonal Skills: Well-developed interpersonal and leadership skills and the ability to work with people of varying backgrounds and cultures. Dynamic public speaker with an effective public presence is beneficial. Demonstrates flexibility and ability to deal with change. Strong project and time management skills and possess a demonstrated ability to think and act strategically.

10. Language Skills Exceptional written and oral communication skills. Ability to effectively present information and respond to questions from groups of donors, partner agency representatives and the general public.

11. Computer Skills: To perform this job successfully, an individual should have a proficiency in Windows and Microsoft Office, and an ability to become proficient in industry-specific database systems. Practical knowledge of web environment and use of social media platforms necessary.

Work Environment & Physical Demands

Reasonable accommodation may be made to enable individuals with disability to perform the essential functions of this job. Access to a vehicle and state-issued license is encouraged for travel needs (events, volunteer recruitment, presentations) but majority of the position is at a typical office space doing standard office functions. Noise level is typically quiet but can vary.

Salary and Benefits

Salary Range: \$42,000-\$52,000

Benefits: 75% employer paid (individual or family) health insurance premium, 403(b) with 7% employer contribution (no employee contribution needed), FSA (\$50 employee contribution with \$1,510 employer addition), Paid Time Off, Holidays, Life Insurance, Short-Term and Long-Term Disability, family-friendly workplace environment with hybrid work model (if desired)

Hiring Timeline

This job posting will remain open until the best candidate is found.

To Apply

To apply please send cover letter and resume to Kate Baer, President & CEO, at kate@uwofsc.org.